



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Sumter, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Rural Bypasses	76.8%	Population	14,062	13,552
College Towns	10.9%	Households	5,623	5,495
Modest Income Homes	7.9%	Families	3,529	3,377
Heartland Communities	4.4%	Median Age	33.8	35.3
		Median Household Income	\$21,324	\$23,444

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	40	\$1,107.62	\$6,228,150
Men's	42	\$207.36	\$1,165,981
Women's	39	\$375.61	\$2,112,031
Children's	47	\$207.20	\$1,165,065
Footwear	36	\$184.89	\$1,039,651
Watches & Jewelry	36	\$70.87	\$398,518
Apparel Products and Services ¹	42	\$61.69	\$346,904
Computer			
Computers and Hardware for Home Use	42	\$91.54	\$514,711
Software and Accessories for Home Use	39	\$11.59	\$65,173
Entertainment & Recreation	47	\$1,598.58	\$8,988,831
Fees and Admissions	34	\$205.85	\$1,157,505
Membership Fees for Clubs ²	35	\$54.77	\$307,959
Fees for Participant Sports, excl. Trips	35	\$39.97	\$224,725
Admission to Movie/Theatre/Opera/Ballet	33	\$50.12	\$281,798
Admission to Sporting Events, excl. Trips	37	\$20.99	\$118,009
Fees for Recreational Lessons	31	\$40.02	\$225,014
TV/Video/Sound Equipment	48	\$557.29	\$3,133,659
Community Antenna or Cable Television	51	\$343.80	\$1,933,187
Color Televisions	41	\$56.33	\$316,737
VCRs, Video Cameras, and DVD Players	47	\$18.16	\$102,135
Video Cassettes and DVDs	49	\$29.70	\$166,993
Video Game Hardware and Software	48	\$15.64	\$87,932
Satellite Dishes	47	\$0.73	\$4,113
Rental of Video Cassettes and DVDs	47	\$28.10	\$158,019
Sound Equipment ³	39	\$62.18	\$349,655
Rental and Repair of TV/Sound Equipment	46	\$2.65	\$14,888
Pets	55	\$243.61	\$1,369,828
Toys and Games	49	\$88.53	\$497,777
Recreational Vehicles and Fees ⁴	55	\$249.28	\$1,401,687
Sports/Recreation/Exercise Equipment ⁵	46	\$105.63	\$593,938
Photo Equipment and Supplies ⁶	44	\$60.43	\$339,786
Reading ⁷	41	\$87.97	\$494,651
Food	49	\$4,131.48	\$23,231,293
Food at Home	51	\$2,551.12	\$14,344,969
Bakery and Cereal Products	51	\$364.95	\$2,052,112
Meat, Poultry, Fish, and Eggs	52	\$689.21	\$3,875,420
Dairy Products	50	\$277.63	\$1,561,126
Fruit and Vegetables	47	\$410.09	\$2,305,934
Snacks and Other Food at Home ⁸	52	\$809.24	\$4,550,377
Food Away from Home	47	\$1,580.35	\$8,886,324
Alcoholic Beverages	43	\$263.55	\$1,481,959
Nonalcoholic Beverages at Home	54	\$234.66	\$1,319,510



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	22	\$320.69	\$1,803,240
Vehicle Loans	57	\$3,482.96	\$19,584,663
Health			
Nonprescription Drugs	55	\$66.54	\$374,128
Prescription Drugs	65	\$374.56	\$2,106,173
Eyeglasses and Contact Lenses	49	\$40.36	\$226,938
Home			
Mortgage Payment and Basics ⁹	37	\$3,212.00	\$18,061,050
Maintenance and Remodeling Services	38	\$748.12	\$4,206,706
Maintenance and Remodeling Materials ¹⁰	53	\$198.91	\$1,118,474
Utilities, Fuel, and Public Services	52	\$2,285.52	\$12,851,502
Household Furnishings and Equipment			
Household Textiles ¹¹	42	\$58.32	\$327,947
Furniture	39	\$250.02	\$1,405,881
Floor Coverings	34	\$31.07	\$174,695
Major Appliances ¹²	50	\$147.48	\$829,306
Housewares ¹³	43	\$45.59	\$256,345
Small Appliances	49	\$18.17	\$102,170
Luggage	33	\$3.40	\$19,133
Telephones and Accessories	43	\$20.64	\$116,064
Household Operations			
Child Care	33	\$139.06	\$781,944
Lawn and Garden ¹⁴	57	\$253.31	\$1,424,365
Moving/Storage/Freight Express	41	\$21.74	\$122,258
Housekeeping Supplies ¹⁵	51	\$395.54	\$2,224,101
Insurance			
Owners and Renters Insurance	52	\$249.41	\$1,402,407
Vehicle Insurance	50	\$728.65	\$4,097,208
Life/Other Insurance	50	\$321.22	\$1,806,227
Health Insurance	56	\$1,096.02	\$6,162,906
Personal Care Products ¹⁶	49	\$229.77	\$1,292,019
School Books and Supplies ¹⁷	51	\$60.97	\$342,817
Smoking Products	64	\$310.95	\$1,748,456
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	56	\$3,198.99	\$17,987,927
Gasoline and Motor Oil	57	\$1,166.34	\$6,558,328
Vehicle Maintenance and Repairs	48	\$511.55	\$2,876,450
Travel			
Airline Fares	33	\$136.56	\$767,875
Lodging on Trips	39	\$161.07	\$905,697
Auto/Truck/Van Rental on Trips	30	\$12.90	\$72,541
Food and Drink on Trips	41	\$194.45	\$1,093,370

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.